

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1.-2. (Canceled)

3. (Currently Amended) A computer-based method for dynamically incorporating advertisements into already executing gaming code on a game client system ~~while a game player is playing a game~~, comprising:

while the game player is playing the game,

detecting an advertising tag having an associated set of criteria;

dynamically receiving over a network a plurality of advertisements ~~while the game player is playing the game~~;

determining from the received plurality of advertisements a conforming advertisement that matches the set of criteria associated with the detected advertising tag; and

~~displaying~~ presenting content associated with the conforming advertisement in a location indicated by the detected advertising tag,  
such that the game play of the game player is not interrupted or paused to incorporate the conforming advertisement into the game.

4. (Currently Amended) The method of claim 3 wherein the set of criteria comprises at least one of an advertisement type, an advertisement genre, ~~and or~~ scheduling information.

5. (Currently Amended) The method of claim 3 wherein the effect ~~dynamically receiving imperceptibly impacts on~~ performance of the game of the dynamically receiving over a network a plurality of advertisements is imperceptible to a human player.

6. (Previously Presented) The method of claim 5 further comprising using a dribble pipe to dynamically receive the plurality of advertisements.

7. (Previously Presented) The method of claim 3 further comprising: forwarding information regarding the displaying of content associated with the conforming advertisement.

8. (Previously Presented) The method of claim 3, further comprising, upon detecting that the game player has interacted with the displayed content associated with the conforming advertisement, modifying the game behavior of a game object.

9. (Currently Amended) A game console comprising:  
output device;  
network connection; and  
computer processor; and  
storage medium having stored thereon is executing a computer game program code that executes on the computer processor and that, when executed, structured to displays portions of the an executing game environment on the output device; locates an advertising tag in the executing game program-environment having an associated set of criteria, dynamically receives and store a plurality of advertisements over the network connection while a game player is playing the executing game, determines from the stored-received plurality of advertisements an advertisement that conforms to the set of criteria associated with the located advertising tag, and display-presents the conforming advertisement as part of the game environment displayed on the output device, such that the game play of the game player is not interrupted or paused to incorporate the presented advertisement as part of the game environment.

10. (Currently Amended) A computer-readable memory medium containing instructions for controlling a processor of a game client system to dynamically incorporate

advertisements into already executing game code while a game player is playing a game, by performing a method comprising:

while the game player is playing the game,

detecting an advertising tag having an associated set of criteria;

dynamically receiving over a network a plurality of advertisements ~~while the game player is playing the game;~~

determining from the received plurality of advertisements a conforming advertisement that matches the set of criteria associated with the detected advertising tag; and

displaying content associated with the conforming advertisement in a location indicated by the detected advertising tag

such that the game play of the game player is not interrupted or paused to incorporate the conforming advertisement into the executing game.

11. (Currently Amended) A method in a computer-system for providing advertisements to a game console for dynamic incorporation into a game running on the game console, comprising:

establishing a connection with the game console that is running the game;

receiving, from the game console while the game is running and being played by a game player, a request over the connection for an advertisement that meets an indicated set of criteria comprising at least one of a type, a genre, ~~and or~~ schedule requirements;

determining from a data repository an advertisement that potentially meets the indicated set of criteria; and

retrieving and forwarding the determined advertisement to the game console while the game is in play.

12. (Currently Amended) The method of claim 11 wherein the forwarding the determined advertisement to the game console while the game is in play is done in a manner that minimizes ~~has imperceptible effects on game performance degradation to the a human game player.~~

13. (Currently Amended) The method of claim 12 wherein the ~~minimized performance degradation~~forwarding is accomplished through use of a dribble pipe.

14. (Currently Amended) An advertising server for providing advertisements to a game console for dynamic incorporation into a game running and being played on the game console, comprising:

a network connection interface;

a data repository configured to store ~~of~~ advertising content; and

a computer processor;

a storage medium comprising executing a server program structure that, when executed on the computer processor, is configured to:

establish a connection with the game console that is running the game over the network connection interface;

receive, from the game console while the game is running and being played by a game player, a request over the established connection for an advertisement that meets an indicated set of criteria comprising at least one of a type, a genre, ~~and or~~ schedule requirements;

determine from ~~a the~~ the data repository an advertisement that potentially meets the indicated set of criteria;

retrieve the determined advertisement from the data repository; and

forward the retrieved advertisement to the game console while the game is in play.

15. (Currently Amended) A computer-readable memory medium that contains instructions for controlling a computer processor in an advertising server to provide advertisements to a game console for dynamic incorporation into a game, by performing a method comprising:

establishing a connection with the game console that is running the game;

receiving, from the game console while the game is running and being played by a game player, a request over the established connection for an advertisement that meets an indicated set of criteria comprising at least one of a type, a genre, ~~and or~~ schedule requirements;

determining from a data repository an advertisement that potentially meets the indicated set of criteria; and

retrieving and forwarding the determined advertisement to the game console while the game is in play.

16. (Previously Presented) A method in a computer-based game environment for displaying virtual world unified advertisements, the game environment having a plurality of game client systems that are concurrently executing a game program provided by a game server system, comprising:

receiving by a first game client system an indication of an advertisement content to be displayed in a designated virtual world location of the executing game program;

receiving by a second game client system an indication of the advertisement content to be displayed in the designated virtual world location of the executing game program; and

the first game client system, upon receiving an indication that the second game client system has received the indication of the advertisement content, displaying the indicated advertisement content in the designated virtual world location of the executing game program on a display of the first game client system, thereby allowing the game program on the first and second game client systems to display the same advertisement content in the designated virtual world location at approximately the same time.

17. (Currently Amended) A method in a computer game environment for determining a measure of advertising effectiveness for a plurality of advertisements provided by an advertising provider, comprising:

dynamically displaying an advertisement content from the plurality of advertisements in a portion of the game currently being executed on a display screen of the game environment;

automatically generating an effectiveness measure associated with the advertisement content by determining a measure of quality of exposure and duration of exposure to the advertisement content by a game object that is associated with a game player, wherein the measure of quality of exposure determines an indicator of likelihood that the game object observed the displayed advertisement content; and

forwarding the generated effectiveness measure to the advertising provider.

18. (Canceled)

19. (Currently Amended) The method of claim ~~18~~17 wherein the determination is made using a view ~~frustum~~frustum technique.

20. (Currently Amended) The method of claim 17 wherein the forwarding of the generated effectiveness measure to the advertising provider is performed in a ~~non-intrusive~~ manner that has an effect on game performance that is imperceptible to the game player by forwarding the effectiveness measure in a communication packet that is otherwise used for a purposes other than for forwarding the measure of advertising effectiveness such that the communication packet is used for at least two purposes.

21. (Currently Amended) The method of claim 20 wherein the forwarding the effectiveness measure in a communication packet that is used for purposes other than for forwarding the measure of advertising effectiveness further comprises:

forwarding the effectiveness measure in a ~~purpose of the communication packet~~  
that is for an acknowledgment of received advertisement content.

22. (New) The method of claim 3, the presenting content associated with the conforming advertisement in a location indicated by the detected advertising tag further comprising:

playing an audio recording associated with the conforming advertisement when the game player interacts with the location indicated by the detected advertising tag,

23. (New) The method of claim 8 wherein the game behavior is modified to effect a capability of the game object by at least one of increasing a power associated with the game object, decreasing a power associated with the game object, or giving the game object a new power.

24. (New) The method of claim 8 wherein the conforming advertisement has associated brand information and the modified game behavior corresponds to a capability associated with the brand information.

25. (New) An advertisement delivery system for dynamically incorporating advertisements into executing game code while a game player is actively playing a game, comprising:

a game console configured to be connected to a communication network and to execute the game code, the game console further configured to, while the game is executing and is being played by the game player,

locate an advertising tag in the game code, the tag associated with a game object,

request one or more advertisements corresponding to the located advertising tag,

receive one or more advertisements in response to the request, and

compare a set of criteria identifying an advertisement for the located advertising tag to select one of the received one or more advertisements and to dynamically insert the selected advertisement into the game code at a location associated with the located advertising tag; and

an advertising server configured to be able to be connected to the communication network and coupled to a data repository, the advertising server further configured to receive, from the game console while the game player is playing the game, a request for at least one advertisement corresponding to an advertising tag, send one or more advertisements and their identifying criteria to the game console in response to the request.